## WPTV

## ORDER

## Flight Dates 10/17/12-10/23/12

<u>Order Sep</u> 00:20:00

Order Share %

**WXEL** 

Product Estimate # Order# 87

Contract / Revision 313919 / Allen West for Congress Alt Order #

<u>Original Date / Revision</u> Agency Com 15% <u>Billing Type</u> Cash

10/04/12 10/05/12 Billing Contact Order Type GENERAL

t / Benublican / Congres Billing Cycle EOM/EOC

Advertiser West / Republican / Congres

3299 K Street NW - Suite 200 Billing Calendar BROADCAST Washington, DC 20007

Agency Strategic Media Services

Demographic A25-54

Buying Contact

Rev Codes

POL POL CAND

 Sales Office
 EWSDC
 Product Codes
 PL

 3299 K Street NW - Suite 200
 Sales Region
 NAT
 Priority
 P-1

Washington, DC 20007 Agency Ref 2 Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive Order% Start Date End Date

Marta Salazar-Perren 100%

Oraci Oriaic 70	Market value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	

Market Value

%

Order Totals Billing Plan

Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount October 2012 17 \$9,392.50 \$11,050.00 0.00 10/01/12 10/23/12 17 \$9,392.50 \$11,050.00 17 0.00 Totals \$9,392.50 \$11,050.00

											Tota	als
Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
WPTV	10/17/12	10/23/12	M-F 430-5a M-F 430-5a	СМ	430-5a	11111	:30	5	\$100.00 P-1	0.00 NM	5	\$500.00
Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
/eek: 10/	17/12	10/23/12	11111	5	\$100.00	0.00						
WPTV	10/17/12	10/23/12	M-F 7-9a	СМ	7-9a	11111	:30	5	\$950.00 P-1	0.00 NM	5	\$4,750.00
			M-F 7-9a									
Sta	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
/eek: 10/	17/12	10/23/12	11111	5	\$950.00	0.00						
WPTV	10/17/12	10/23/12	M-F 10-11a	СМ	10-11a	11111	:30	5	\$475.00 P-1	0.00 NM	5	\$2,375.00
			M-F 10-11a									
	WPTV  Star /eek: 10/ WPTV  Star /eek: 10/	Start Date /eek: 10/17/12 WPTV 10/17/12 WPTV 10/17/12 Start Date /eek: 10/17/12	WPTV         10/17/12         10/23/12           Start Date / Jeek: 10/17/12         End Date / 10/23/12           WPTV         10/17/12         10/23/12           WPTV         10/17/12         10/23/12           Jeek: 10/17/12         End Date / 10/23/12	WPTV 10/17/12 10/23/12 M-F 430-5a	WPTV         10/17/12         10/23/12         M-F 430-5a M-F 430-5a M-F 430-5a         CM           Start Date / Veek: 10/17/12         End Date 10/23/12         Weekdays 11111- 5         Spots/Week 11111- 5           WPTV         10/17/12         10/23/12         M-F 7-9a M-F 7-9a M-F 7-9a         CM           Start Date / Veek: 10/17/12         End Date 10/23/12         Weekdays 11111- 5         Spots/Week 11111- 5           WPTV         10/17/12         10/23/12         M-F 10-11a         CM	WPTV         10/17/12         10/23/12         M-F 430-5a         CM         430-5a           Start Date //eek: 10/17/12         End Date //10/23/12         Weekdays //11111-         Spots/Week //11111-         Rate //11111-           WPTV         10/17/12         10/23/12         M-F 7-9a //1-9a         CM         7-9a //1-9a           Start Date //eek: 10/17/12         End Date //10/23/12         Weekdays //11111-         Spots/Week //11111-         Rate //11111-           /eek: 10/17/12         10/23/12         M-F 10-11a         CM         10-11a	WPTV         10/17/12         10/23/12         M-F 430-5a M-F 430-5a M-F 430-5a         CM         430-5a         11111           Start Date Veek: 10/17/12         End Date 10/23/12         Weekdays 11111         Spots/Week Spots	WPTV         10/17/12         10/23/12         M-F 430-5a M-F 430-5a M-F 430-5a         CM         430-5a         11111         :30           Start Date Veek: 10/17/12         End Date 10/23/12         Weekdays 11111         Spots/Week Spots/Week New	WPTV         10/17/12         10/23/12         M-F 430-5a M-F 430-5a M-F 430-5a         CM         430-5a         11111         :30         5           Start Date //eek: 10/17/12         End Date 10/23/12         Weekdays 11111         Spots/Week Spots/We	WPTV   10/17/12   10/23/12   M-F   430-5a   CM   430-5a   11111-   :30   5   \$100.00   P-1	WPTV 10/17/12 10/23/12 M-F 430-5a	Ch         Start         End         Inventory Code         Break         Start/End Time         Days         Len         Spots         Rate         Pri         Rtg Type         Spots           WPTV         10/17/12         10/23/12         M-F 430-5a         CM         430-5a         11111         :30         5         \$100.00         P-1         0.00         NM         5           Start Date (vek: 10/17/12)         End Date (vek: 10/17/12)         Weekdays (vek: 10/17/12)         Spots/Week (vek: 10/17/12)         Rate (vek: 10/17/12)         11111         :30         5         \$950.00         P-1         0.00         NM         5           Start Date (vek: 10/17/12)         End Date (vek: 10/17/12)         Weekdays (vek: 10/17/12)         Spots/Week (vek: 10/17/12)         Rate (vek: 10/17/12)         Rating (vek: 10/17/12)         0.00         NM         5           WPTV         10/17/12         10/23/12         M-F 10-11a         CM         10-11a         11111         :30         5         \$475.00         P-1         0.00         NM         5

**WPTV** 



Contract / Revision 313919 Flight Dates 10/17/12-10/23/12 Hiatus Dates

<u>Original Date / Revision</u> 10/04/12 / 10/05/12 <u>Order Sep</u> 00:20:00

Advertiser West / Republican / Congre Product Allen West for Congress Estimate # Order# 87

									Tota	als_
Ln Ch Start End	Inventory Code	Break	Start/End 7	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
N 3 WPTV 10/17/12 10/23/12	M-F 10-11a M-F 10-11a	СМ	10-11a	11111	:30	5	\$475.00 P-1	0.00 NM	5	\$2,375.00
Start Date	Weekdays 11111	Spots/Week 5	Rate \$475.00	Rating 0.00						
N 4 WPTV 10/21/12 10/21/12	Su 7-8a Su 7-8a	CM	7-8a	S	:30	1	\$425.00 P-1	0.00 NM	1	\$425.00
<u>Start Date</u> <u>End Date</u> Week: 10/17/12 <u>End Date</u>	Weekdays S	Spots/Week 1	Rate \$425.00	Rating 0.00						
N 5 WPTV 10/23/12 10/23/12	Tuesday Prime A THE VOICE	СМ	8-9p	- T	:30	1	\$3,000.00 P-1	0.00 NM	1	\$3,000.00
Start Date         End Date           Week: 10/17/12         10/23/12	Weekdays - T	Spots/Week 1	Rate \$3,000.00	Rating 0.00						

Totals 17 \$11,050.00